CLAIMS

- Use of a shaped article containing at least one skeleton-forming agent, proteins being excepted,
 optionally one or more active substances and also optionally one or more auxiliary substances, for the purpose of external application.
- Use according to Claim 1 for the purpose of external
 cosmetic application.
 - 3. Use according to Claim 1 for the purpose of external therapeutic application.
- 15 4. Use according to one of Claims 1 to 3, wherein the skeleton-forming agent is at least one polysaccharide or a derivative thereof.
- 5. Use according to one of Claims 1 to 4, wherein the skeleton-forming agent is sodium alginate.
 - 6. Use according to one of Claims 1 to 5, wherein the shaped article has a volume of 0.1 cm^3 to 6 cm^3 and exhibits the geometrical shape of a sphere.

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7. Use according to one of Claims 1 to 6, wherein the shaped article is obtainable by freeze drying of a frozen solution or dispersion containing at least one skeleton-forming agent, proteins being excepted, optionally one or more active substances and also optionally one or more auxiliary substances.

- 8. Use according to Claim 7, wherein the shaped article is obtainable by means of a process that comprises the following steps:
 - (a) producing a solution or suspension that contains at least one biopolymer, optionally one or more physiologically effective active substances and also optionally one or more auxiliary substances,
 - (b) pouring the solution into a mould,
 - (c) freezing the solution in the mould and
- (d) freeze drying the frozen solution, forming the shaped article.
- Use of the shaped articles according to one of Claims 1 to 8, wherein external application of the shaped
 articles is undertaken directly by the consumer.
- 10. Use of the shaped articles according to one of Claims 1 to 8, wherein the shaped article is moistened with water or with an aqueous solution of one or more active substances and/or auxiliary substances, forming a gel, and is applied onto the skin or onto the hair.
 - 11. A shaped article containing:

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- at least 10 wt.% of one or more skeleton-forming
 25 agents, the 1 per-cent-by-weight solution or
 suspension of which in water at 20 °C and at pH 6-8
 has a viscosity of less than 2000 mPa.s,
 - 0.000001 wt.% up to 50 wt.% of one or more active substances,
- 0.1 wt.% to 70 wt.% of one or more auxiliary substances, and also
 - up to 20 wt.% water,

with the proviso that the shaped article does not comprise any proteins by way of skeleton-forming agents.

- 5 12. Shaped article according to Claim 11, wherein the skeleton-forming agent is sodium alginate.
- 13. A shaped article, preferably according to Claim 11 or 12, containing at least one skeleton-forming agent,
 proteins being excepted, optionally one or more active substances and also optionally one or more auxiliary substances, for the purpose of external application,
 - a density from 0.01 g/cm^3 up to 0.8 g/cm^3 ,
- 15 a volume from 0.1 cm^3 to 6 cm^3 , and

which has:

- a diameter (maximum spacing between two points in the shaped article) of at least 6 mm.
- 14. A combination including at least one shaped article as
 20 defined in one of Claims 1 to 13 and also at least one
 aqueous solution that contains one or more active
 substances and/or auxiliary substances, in matching
 spatial arrangement.